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**Email, SEO, Usability Are Top Holiday Priorities for Online Marketers, According to Brulant Study**

*Email marketing, search engine optimization (SEO), and usability/customer experience are the top priorities for online marketers this holiday season according to a recent survey.*

**/24-7PressRelease/** - CLEVELAND, OH, November 14, 2007 - Email marketing, search engine optimization (SEO), and usability/customer experience are the top priorities for online marketers this holiday season according to a recent survey. The survey was conducted by online solutions provider Brulant at the Shop.org 2007 Annual Summit held in Las Vegas in September.

Sixty-four percent of respondents ranked email marketing as their most important priority, with 46% ranking SEO as second. Usability/customer experience was third with 38%. The initiative with the least importance in advance of the important holiday shopping season was enterprise search/guided navigation solutions.

"During the crucial holiday shopping season, online marketers must focus their efforts on initiatives that will have the biggest impact on sales, and these three areas fit that bill," said Scott Young, partner with the [consumer goods](#) practice at Brulant. "Because most consumers give themselves a spending limit when it comes to holiday shopping, online retailers need to ensure they are successfully attracting and converting customers so that those holiday dollars don't get spent at a competitor's site instead."

**About Brulant**

Brulant is one of the nation's leading interactive marketing firms, with deep technology roots and a management consulting business-focused approach. The company was recently ranked by Advertising Age Magazine as the 30th largest interactive firm in the country and the 3rd fastest growing. Brulant remains focused on delivering multi-channel solutions that grow clients' revenue and deepen customer relationships while reducing customer acquisition, retention and conversion costs.

Brulant celebrates a proven track record throughout its core competencies, including [Internet marketing](#) and strategy, search engine optimization, [Web site design and usability](#), technology services, portal and [web development, application development](#), and market intelligence and analytics.

Brulant's clients are middle-market to Fortune 2000 companies within the consumer goods and retail, financial services, and healthcare sectors. The company works with clients on a national basis including: Bass Pro Shops, Borders, Charter One Bank, Citizens Bank, The Cleveland Clinic, Hallmark, ICI Paints, JoAnn Stores, Key Bank, Luxottica, MTD Products, National City Bank, Nationwide, Philosophy Cosmetics, Pearle Vision, Sears Portrait Studios, Steris, Things Remembered and University Hospitals. Brulant is headquartered in Cleveland, Ohio, with offices in Boston and Chicago. For more information, visit [www.brulant.com](http://www.brulant.com).